

If it's a SIGN . . . We'll make it!  
Write for our 100 Page Catalog

John M. Doyle, President  
Charles L. Wilson, Vice Pres.  
John J. Kintsch, Sales Mgr.  
M. G. Jackson, Office Mgr.



23a  
Sp

LETTERS

SIGNS

BULLETIN  
BOARDS

### MADE TO ORDER — ENGRAVED BAKELITE SIGNS . . .

Engraved Bakelite Plates are made to order (using our standard styles of lettering) and their clean-cut legibility does not require polishing although it withstands atmospheric conditions as well as most acids and alkalies. The secret lies in the "sandwich-like" construction of the bakelite sheets. The engraving cuts through the black surface of the material—exposing the white center of the bakelite. No paint, lacquer or other coatings—just the original plastic material itself. Extremely legible and easily cleaned with a damp cloth.

#### COLORS OF BAKELITE AVAILABLE

BLACK — white lettering  
BLONDE (grained)—black lettering  
GREY (grained) black lettering  
MAHOGANY (grained) — white lettering  
WALNUT (grained)—white lettering  
WHITE — black lettering  
DARK STUARY BROWN with WHITE lettering

MINIMUM PRICE  
**\$ 5.00**

FOR ANY MADE-TO-ORDER  
ENGRAVED BAKELITE PLATE

THICKNESSES: 1/16", 1/8" or 3/16"

GOTHIC  
DUQUESNE  
BLOCK  
ROMAN

STYLES OF LETTERING

### STOCK SIGNS

#### ENGRAVED BAKELITE (black plastic)

DOCTORS ONLY

300 WORDINGS  
CARRIED IN STOCK

ENGLISH

size: 2" x 8"—1/16" thick

LAVATORY

The most popular stock signs on the market. Dignified, legible and inexpensive.

PRINCIPAL

The white lettering is permanently engraved into the black surface. For interior or exterior use. Easily cleaned.

SENIORS

\$2.50 each; \$21.00 per dozen.  
Special wordings—\$5.00 each

### ALUMILITED ALUMINUM "ENDUROSIGNS" (die stamped)

341

BOYS

GIRLS

PRINCIPAL

CAFETERIA

style No. 870

Signs with embossed raised letters, available in 300 stock wordings listed here. Lettering and borders are natural satin alumilited, with backgrounds a black wrinkle finish.

2" high x nec. length; all lettering  $\frac{3}{8}$ " high \$5.50 each;  
\$55.00 doz.

Signs with special wordings priced slightly higher.

### INTERCHANGEABLE SIGNS

Model #74



Model #75



PRICES COMPLETE WITH  
SIGN PANELS

Model #74  
(with one sign panel)  
8 1/2" x 2 1/2" overall \$10.00  
8" x 4" overall .... 12.00

Model #75  
(with two sign panels)  
8 1/2" x 4 1/2" ..... \$15.00

To answer a large demand from schools, public buildings and others who wanted an attractive sign frame that would hold our popular engraved bakelite signs—yet permit the sign panels to be changed when desired without drilling additional holes in their fine wood doors—we made our Model #74 interchangeable signs. These sign frames are made of Alumilited Cast Aluminum and measure 8 1/2" long. The sign panels (which easily slide into the aluminum frames) are made of Engraved Bakelite.

Prices shown include necessary STOCK BAKELITE SIGNS (any one of 300 inscriptions). If signs are to be engraved with names or special wordings—there will be an extra charge of \$3.00 per sign panel.

If it's  
a sign . . .  
We'll  
make  
it!

TEMPLE UNIVERSITY  
SCHOOL OF LAW

FABRICATED ALUMILITED ALUMINUM

SPENCER INDUSTRIES INC.

1504 N. MASCHER STREET  
PHILADELPHIA 22, PENNA.

TELEPHONE  
GARFIELD 5-1506

# SIGNS OF ALL KINDS



model #1400

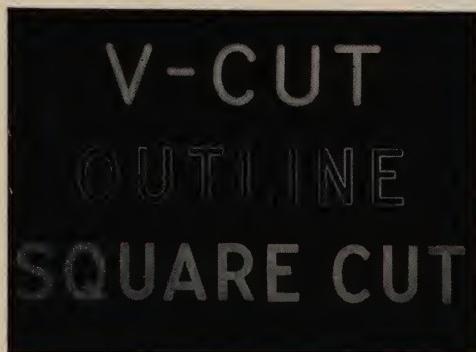
Made in one standard size—40" x 57" overall. Contains a grooved metal, changeable letter panel 30" wide x 38" high. Name panel (translucent bakelite) measures 6" x 31". Complete with one set of changeable letters, flashing cross and two lawn posts. Frame fabricated of paint-grip steel, sprayed-statuary brown color.

**\$460.00**

Same as above—but with frame made of Stainless Steel **\$640.00**

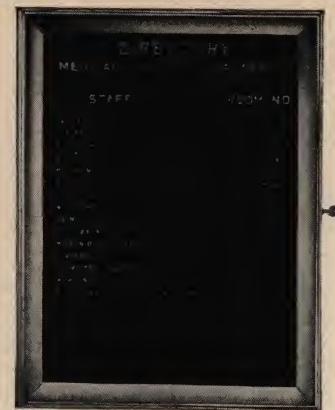
## ENGRAVED PLEXIGLAS SIGNS

STYLE #792



### STANDARD STYLES OF LETTERING

These signs are made of 3/16" thick clear Plexiglas. The lettering is engraved from the back and is usually colored White or Gold—while the sign background is sprayed Black or any other standard color. These signs are very legible—and require practically no maintenance as the lettering is not on the exposed surface of the sign.



model #1450

This type of changeable letter directory is recommended only for Indoor Use—because it is not made with weatherproof construction. However it is "budget-priced", attractive in appearance and made with our standard kalamein Stainless Steel construction. Complete with hinged glass door and lock—made in almost any size.



no. W-720

A professional sign for outdoor use. The scroll adds strength and support to the sign. Indoor models do not have a scroll or metal binding frame around the glass sign panel. Available with square or rounded corners with glass or plexiglas sign panels. Made of copper, sprayed dark statuary brown or duotone bronze. Also in a DeLuxe brushed finish—either bronze or stainless steel.

**\$56.00 and up**

### directional signs



no. W-718

This Spencer "Glow-Lite" sign is equally adaptable to both indoors and outdoors. Metal frames are made in statuary brown, brushed bronze and stainless steel, and the inscription is permanently carved into the glass. Illumination is supplied by a 60 watt tubular lamp. Double-faced sign illustrated (indoor type) has sign panels measuring 6" x 18½". **\$52.00 and up**

### stainless steel frame with engraved bakelite panels



no. 1644

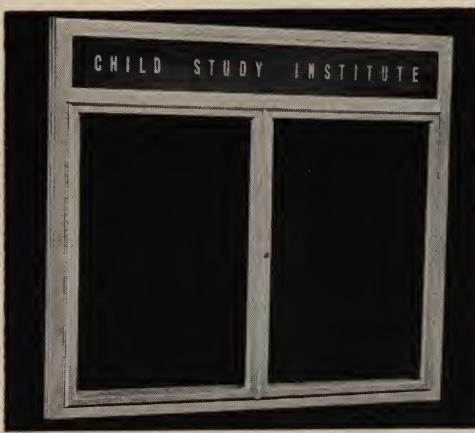
An ideal projecting, non-illuminated sign for directional purposes. These handsome signs are made with engraved black bakelite sign panels encased in lustrous stainless steel frames. The double-faced sign illustrated (indoor type) measures 18" x 6" over-all.

**\$40.00**

### EXTRUDED ALUMILITED ALUMINUM BULLETIN BOARDS with changeable letter directories



no. 1447 Display Case with changeable letter insert panel. Fluorescent light at top. 31" (high) x 22" x 3" (over-all)



no. 1446 Double Door Bulletin Board (with changeable letter or cork-covered panels) and a raised letter, cast aluminum panel across the top of the case.

Spencer Display Cases are fabricated from our standard sections of heavy 63-ST extruded aluminum with a permanent alumilited finish, a great improvement over cases, fabricated of sheet or kalamein metal. They are made with inset doors, piano hinges, cylinder locks and completely waterproof construction. Made in almost any desired size.

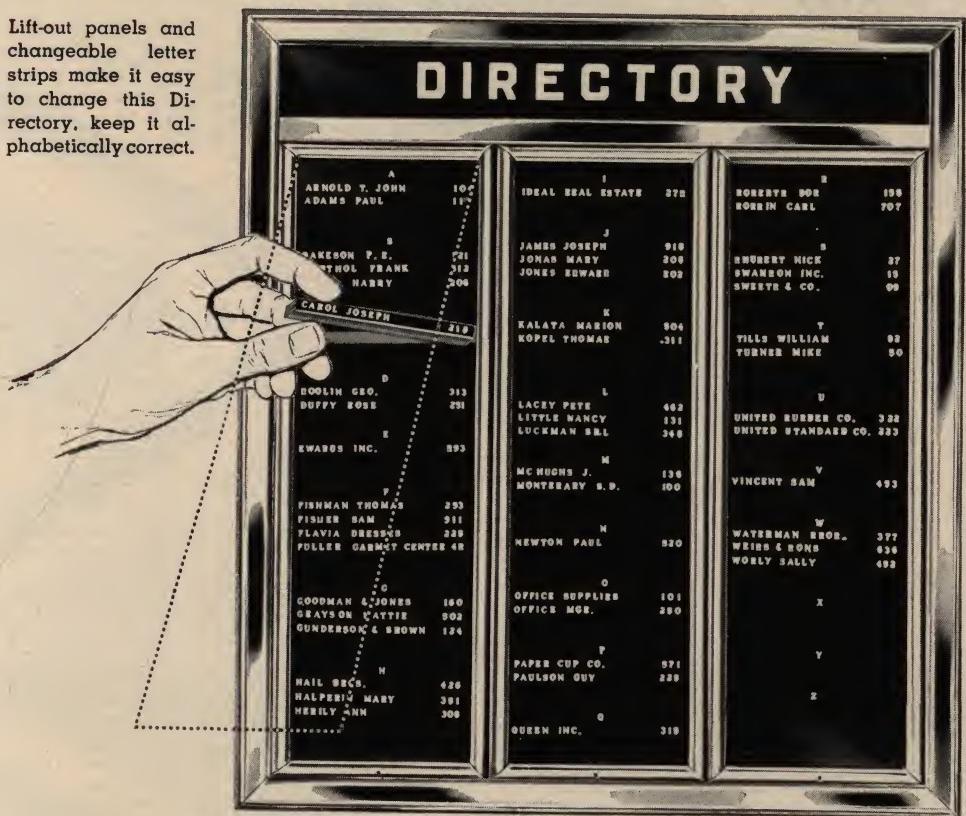
These quality cases are made to order, so they can be made with raised letter heading panels, changeable letter inserts, cork, felt covered or plywood backgrounds, illuminated or non-illuminated, flush or recess mounted to wall, etc. Give us details of your requirements and we shall be glad to quote.

# Something NEW in Changeable Letter Directories!

## THE DIRECTORY YOU OWN AND CONTROL YOURSELF

**ALL PANELS ARE GLASS ENCLOSED**

Lift-out panels and changeable letter strips make it easy to change this Directory, keep it alphabetically correct.



**EASY** to maintain  
**EASY** to own  
**EASY** to keep  
in alphabetical order

**NOW AVAILABLE IN . . .**

Kalamein Metal Frames: Anodized aluminum, bronze, chrome or stainless steel. Wood Frames: Mahogany, oak, walnut, bleached (any shade). Background colors are red, green, blue, brown, gray, maroon, and black. Letter colors are white, red, yellow and green.

Anyone can make changes in these directories in a few minutes. Using the extra supply of letters (that are kept in an alphabetical compartment box which we furnish) a new line is set up on a blank changeable strip. This new strip is then inserted anywhere on the Directory by just moving other strips to make room for a new strip.

No need to change other lettering—or to order individual name strips from the factory. DO IT YOURSELF—and keep tenants happy with immediate service. This revolutionary idea in directories is ideal for both small and large Office Buildings—and also has many other uses in schools, clubs and other public places.

**STYLE No. 19**

**NO CHARGE FOR BUILDING NAME AT TOP OF DIRECTORY**

<b>STYLE No. 19</b>		<b>CONSTRUCTION OF FRAME</b>					
PANELS	TOTAL STRIPS	SIZE	CHROME	BRONZE	STAINLESS STEEL	ALUMINUM	WOOD
1	50	11½" x 33½"	\$ 136.00	\$ 144.50	\$ 197.20	\$ 139.40	\$ 136.00
2	100	20" x 33½"	231.20	243.10	295.80	238.00	231.20
3	150	28½" x 33½"	289.00	300.90	365.50	295.80	289.00
4	200	37" x 33½"	382.50	392.70	445.40	387.60	382.50
5	250	45½" x 33½"	498.10	510.00	566.10	503.20	498.10
6	300	54" x 33½"	596.70	606.90	676.60	601.80	596.70
7	350	62½" x 33½"	693.60	705.50	787.10	700.40	693.60
8	400	72" x 33½"	792.20	804.10	892.50	799.00	792.20
10	500	45½" x 60¼"	989.40	1001.30	1116.90	994.50	989.40
12	600	54" x 60¼"	1184.90	1196.80	1302.20	1191.70	1184.90
14	700	62½" x 60¼"	1382.10	1394.00	1553.80	1387.20	1382.10
16	800	71" x 60¼"	1579.30	1589.50	1774.80	1584.40	1579.30

Be sure to allow for ENOUGH STRIPS for spaces, alphabetical headings—and possible future needs.

**EASY DOES IT!** No more juggling of names when you add a new one. Simply insert or remove a complete changeable name strip anywhere you want.



Above prices do not include the Changeable Letters. Only 1/4" high Changeable Letters can be used—price of these letters is 6¢ each. We suggest you order a standard assortment (or font) of letters—which we will pack in a compartment box. We suggest ordering about 200 letters and numerals for each TEN NAMES that will be on the Directory.

## ENGRAVED BAKELITE SIGNS

INSCRIPTIONS CARRIED IN STOCK  
ALL 2" X 8" SIZE

"IDENTIFY EVERY ROOM" WITH A STOCK BAKELITE SIGN . . . More than 300 stock inscriptions

Size: 2" x 8" x 1/16" thick

White Lettering on Black Bakelite

•DOCTOR'S OFFICE.  
•FOURTH GRADE.

\$2<sup>50</sup>

EACH

6 to 11  
Signs

\$2<sup>00</sup>  
EA.

12 or more  
Signs

\$1<sup>75</sup>  
EA.

Administrator	Do not Enter	Justice of the Peace	Office—Walk In	Shop
Admitting Office	Dressing Room	Keep Out	Open	Shipping Room
Apply at Office	Drug Room	Kindergarten	Operating Room	Show Room
Apply at Office (arrow right)	Ear, Nose & Throat	Kitchen	Out	Silence
Apply at Office (arrow left)	Eighth Grade	Laboratory	Parlor	Sixth Grade
Arrows, plain (right or left)	Electrocardiograph	Ladies	Parlor A	Slumber Room
Attorney at Law	Electrolysis	Ladies (arrow right)	Parlor B	Smoking Room (arrow right)
Auditorium	Elevator (arrow right)	Ladies (arrow left)	Parlor C	Smoking Room (arrow left)
Baggage	Elevator (arrow left)	Ladies Dressing Room	Parts Dept.	Social Science
Barber Shop	Emergency Room	Ladies Lockers	Pastor's Study	Social Service
Basal Metabolism	Employees only	Ladies Only	Pathologist	Solarium
Bath Room	Employment Office	Ladies Parlor	Pay Here	Sophomores
Beauty Shop	Engineer	Ladies Rest Room	Pay Toilet	Staff Library
Beware of Dog	English	Ladies Toilet	Paying Teller	Stairway
Biology	Enter	Laundry	Pharmacy	Stairway (arrow right)
Boiler Room	Entrance	Lavatory	Physician's Office	Stairway (arrow left)
Bookkeeper	Entrance (arrow right)	Lavatory (arrow right)	Physician's Office	Step Down
Bookkeeping	Entrance (arrow left)	Lavatory (arrow left)	(arrow right)	Stock Room
Boys	Examining Room	Library	Physician's Office (arrow left)	Store Room
Bulletin Board	Exit	Linen Chute	Physics	Strict Isolation
Business Office	Exit (arrow right)	Linen Room	Physiotherapist	Study Hall
By Appointment Only	Exit (arrow left)	Manager	Physio Therapy Room	Superintendent
Cafe	Eye-Ear-Nose-Throat	Manual Training	Piano Studio	Supt. of Nurses
Cafeteria	Faculty	Mathematics	Please Close	Supply Room
Cashier	Family Room	Medical Ward	Please Flush Toilet	Surgery
Chapel	Fifth Grade	Medicine	Please Knock	Take One
Check Room	Fire Escape (RED)	Members Only	Please Register	Teacher
Chemistry	Fire Escape (arrow right)	Men	Please Remove Your Rubbers	Teacher's Room
Children's Ward	Fire Escape (arrow left)	Men's Lavatory	Please Wipe Your Feet	Telephone
Chirotherapy	First Aid	Men's Lockers	Powder Room	Telephone (arrow right)
Chiropractor	First Aid (arrow right)	Men's Rest Room	Prescriptions	Telephone (arrow left)
Chiropodist	First Aid (arrow left)	Men's Dressing Room	President	Terms Strictly Cash
Class Room	First Grade	Men's Treatment Room	Principal	Thank You—Call Again
Clinic	Fluoroscopic	Morgue	Private	Therapy
Cloak Room	Foot Specialist	Music Room	Private Entrance	Third Floor
Closed	For Rent	New Accounts	Projection Room	Third Grade
Closet	For Sale	Next Window	Public Stenographer	Ticket Office
Colored	Fourth Floor	Next Window (arrow right)	Pull (vertical) 1 1/2" x 6"	Toilet
Colored Reception Room	Fourth Grade	Next Window (arrow left)	Purchasing Dept.	Toilet (arrow right)
Colored Ward	Freshmen	Ninth Grade	Push (vertical) 1 1/2" x 6"	Toilet (arrow left)
Commercial	Furnished Rooms	No Admittance	Quiet Please	Tourists
Consultation Room	Gentlemen	No Checks Cashed	Radiologist	Treatment Room
Credit Dept.	Gentlemen (arrow right)	No Credit	Receiving Dept.	Typewriting
Danger (red)	Gentlemen (arrow left)	No Dancing	Receiving Room	Use Other Door
Dark Room	Gents Only	No Dogs Allowed	Receiving Teller	Use Side Door
Deliver All Goods in Rear	Gents Toilet	No Loitering	Reception Room	Utility Room
Deliver Flowers in Rear	Girls	No Parking	Receptionist	Vacancies
Delivery Room	Guests Only	No Peddlers	Record Room	Visitors
Dental Clinic	Gymnasium	Nose & Throat	Recovery Room	Waiting Room
Dental Supplies	Hands Off	No Smoking	Rectory	Waiting Room (arrow right)
Dentist's Office	Health Suite	No Smoking Please	Remove Your Rubbers	Waiting Room (arrow left)
Dentist's Office (arrow right)	Hearing Aid Room	No Spitting	Residence	Walk In
Dentist's Office (arrow left)	History	Notary Public	Rest Room	Ward
Dietitian	Home Economics	No Trespassing	Rest Room (arrow right)	Wash Room (arrow right)
Diet Kitchen	Hospital	No Vacancies	Rest Room (arrow left)	Wash Room (arrow left)
Dining Room	Housekeeper	No Visitors	Ring Bell and Walk In	Watch Your Step
Director of Nurses	Hydrotherapy	Nurse	Rooms for Rent	White
Director	In	Nursery	Sales Manager	White Reception Room
Dispensary	Incinerator	Nurses' Library	Savings	Wholesale Only
Display Room	Infirmary	Nurses' Office	Science	Women
Doctor	Information	Nurses Only	Second Floor	Women's Lavatory
Doctor's Lounge	Information (arrow right)	Obstetrics	Second Grade	Womens' Treatment Room
Doctor's Office	Information (arrow left)	Office	Secretary	x-Ray
Doctor's Office (arrow right)	Insurance	Office (arrow right)	Seniors	x-Ray Office
Doctor's Office (arrow left)	Internes	Office (arrow left)	Service Entrance	x-ray Room
Doctors Only	Janitor	Office in Rear	Seventh Grade	
Domestic Science	Juniors	Office Upstairs	Shipping Clerk	

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FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL

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